

C O U N C I L   C O M M U N I C A T I O N

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TO:     THE CITY COUNCIL  
FROM:   THE CITY MANAGER'S OFFICE

COUNCIL MEETING DATE:  
JUNE 6, 1990

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SUBJECT:    MOSS & CRAIG APPEAL OF PLANNING COMMISSION'S DENIAL OF A ZONING VARIANCE TO ADD  
             SIGN SPACE TO THE EXISTING MONUMENT SIGN LOCATED IN FRONT OF WINE COUNTRY PLAZA

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BACKGROUND INFORMATION:    At its meeting of April 23, 1990, the Lodi City Planning Commission denied the request of Moss & Craig for a Zoning Variance to increase the sign area for individual businesses from 100 square feet to 130 square feet at Wine Country Plaza, 1420 West Kettleman Lane in an area zoned P-D(15), Planned Development District No. 15.

The Planning Commission denied the request because it could not make the finding that a "Zoning Hardship" existed as defined in Section 17.72.030 of the Lodi Municipal Code (Zoning Ordinance).


Section 17.72.110, Appeal to Council, of the Lodi Municipal Code provides:

"Any applicant or person claiming to be directly or adversely affected by any action of the Planning Commission may, within five days (i.e. working days), file a written appeal with the City Clerk for transmittal to the City Council."

The deadline for receipt of an appeal in this matter was 5:00 p.m., Monday, May 21, 1990. Mr. Greg Tcherkoyan of Moss & Craig was advised of this deadline in a letter from Community Development Director Schroedcr dated May 15, 1990.

A letter from Moss & Craig appealing this decision was received by my office on May 23, 1990. In a conversation with the City Attorney, he has indicated his concern in waiving the deadline for receiving this appeal as it may be precedent setting.

INDICATED ACTION:    That the City Council determine whether or not it wishes to waive the deadline for receipt of the appeal. If the City Council waives the deadline, a public hearing needs to be set to consider the appeal.

  
Allen M. Reinhardt  
City Clerk

AMR/jmp



May 18, 1990

Mrs. Alice M. Reimche  
City Clerk  
Call Box 3006  
Lodi, CA 95241-1910

Re: Zoning denial of Zoning Variance - Wine Country Plaza

Dear Mrs. Reimche:

On behalf of the owner of Wine Country Plaza, Mr. Greg Tcherkoyan, I wish to appeal the Planning Commission's denial of our request to add sign space to the existing monument sign located in front of Wine country Plaza. The request originated because one of our major tenants, Century 21 Real Estate, has inadequate signage on the existing sign, inasmuch as the lettering had to be so small that the sign is impossible to read even from Kettleman Lane. Subsequently, we had hoped to add more signage space to the bottom of the sign to allow Century 21 to have a larger space with more readable letters. This would also provide us with a few locations with which to accommodate future tenants.

The appearance of the monument sign, nor its height or width would change as a result of this request. I solicit your consideration in providing us with this Zoning Variance to increase the sign space. Thank you for your time and attention to this matter,

Sincerely,

Jennifer Reich  
Property Manager

JLR: ts

cc: Greg Tcherkoyan  
Gary's Signs

CITY COUNCIL

JOHN R. (Randy) SNIDER, Mayor  
DAVID M. HINCHMAN  
Mayor Pro Tempore  
EVELYN M. OLSON  
JAMES W. PINKERTON, Jr.  
FRED M. REID

# CITY OF LODI

CITY HALL, 221 WEST PINE STREET  
CALL BOX 3006  
LODI, CALIFORNIA 95241-1910  
(209) 334-5634  
TELECOPIER (209) 333-6795

THOMAS A. PETERSON  
City Manager  
ALICE M. REIMCHE  
City Clerk  
BOB McNATT  
City Attorney

May 15, 1990

**Mr.** Greg Tcherkoyan  
c/o **Moss** and Craig  
Commercial Real Estate  
1919 Grand Canal Boulevard  
Stockton, CA 95207

Dear **Mr.** Tcherkoyan:

RE: Zoning Variance A-90-12  
Increase Sign Area  
Wine Country Plaza  
1420 West Kettleman **Lane**

At its meeting of Monday, April 23, 1990 the Lodi City Planning Commission denied your request for a Zoning Variance to increase the sign area for individual businesses from 100 square feet to 130 square feet at **Wine** Country Plaza, 1420 **West** Kettleman Lane in an area zoned P-D(15), Planned Development District **No.** 15.

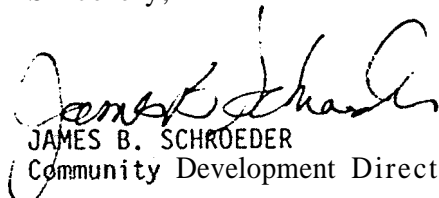
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Your appeal, if any, should be directed to **Mrs.** Alice M. Reimche, City Clerk, Call **Box** 3006, Lodi, California 95241-1910 and must be received by her before 5:00 p.m., Monday, **May** 22, 1990.

Sincerely,

  
JAMES B. SCHROEDER  
Community Development Director

cc: Gary's Signs

CITY COUNCIL

JOHN R. (Randy) SNIDER, Mayor  
DAVID M. HINCHMAN  
Mayor Pro Tempore  
EVELYN M. OLSON  
JAMES W. PINKERTON, Jr.  
FRCDM REID

CITY OF LODI

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THOMAS A. PETERSON  
City Manager  
ALICE M. REIMCHE  
City Clerk  
BOB McNATT  
City Attorney

June 7, 1990

Mr. Greg Tcherkoyan  
c/o Moss & Craig  
Commercial Real Estate  
1919 Grand Canal Boulevard  
Stockton, CA 95207

Re: Zoning Variance A-90-12 Increase Sign Area, Wine Country Plaza,  
1420 West Kettleman Lane

Dear Mr. Tcherkoyan:

Please be advised that your company's letter appealing the Planning Commission's decision regarding the above referenced matter was received after the deadline set forth in Lodi Municipal Code Section 17.72.110.

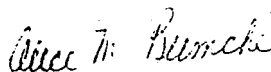
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Your letter was presented to the Lodi City Council at its regular meeting of June 6, 1990. The City Council determined not to waive the deadline.

Should you have any questions regarding this matter, please do not hesitate to call this office.

Very truly yours,

  
Alice M. Reimche  
City Clerk

AMR/jmp

cc: James B. Schroeder  
Community Development Director